

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Demco Acquisition, LLC		12/18/2010	LIMITED LIABILITY COMPANY: WISCONSIN

RECEIVING PARTY DATA

Name:	Highsmith, LLC
Street Address:	4810 Forest Run Road
City:	Madison
State/Country:	WISCONSIN
Postal Code:	53704-7336
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Serial Number:	74270029	CORRUBOARD
Serial Number:	73286808	
Serial Number:	76472711	EDUPRESS
Serial Number:	73797864	HIGHSMITH
Serial Number:	74669625	HIGHSMITH
Serial Number:	73797897	HIGHSMITH
Serial Number:	73601384	LEARNING WELL
Serial Number:	73370148	LEARNING WELL
Serial Number:	73286803	PROFESSOR DAVENSTEEV
Serial Number:	74458978	UPSTART
Serial Number:	75639068	UPSTART
Serial Number:	75639067	UPSTART
Serial Number:	73165267	UPSTART
Serial Number:	77903616	EDUPRESS

TRADEMARK

900189920

REEL: 004526 FRAME: 0251

CH \$490.00 74270029

Serial Number:	77903559	HIGHSMITH
Serial Number:	77903574	HIGHSMITH
Serial Number:	77903642	REACH EVERY READER
Serial Number:	85191621	UPSTART
Serial Number:	85191631	UPSTARTBOOKS

CORRESPONDENCE DATA

Fax Number: (414)271-3552

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: tm-dept@quarles.com

Correspondent Name: Hillary J. Wucherer

Address Line 1: Quarles & Brady LLP

Address Line 2: 411 East Wisconsin Avenue

Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:

Hillary J. Wucherer

Signature:

/Hillary J. Wucherer/

Date:

04/21/2011

Total Attachments: 2

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STATE OF WISCONSIN
10 DEC 20 AM 11:25

COPY

State of Wisconsin
Department of Financial Institutions
Division of Corporate and Consumer Services



ARTICLES OF AMENDMENT - LIMITED LIABILITY COMPANY

Note: Articles of Amendment cannot be filed to add or remove members, managers or owners of the limited liability company. Member and manager information should be listed in the company's operating agreement. The operating agreement is not filed with the Department of Financial Institutions.

A. The present limited liability company name (prior to any change effected by this amendment) is:

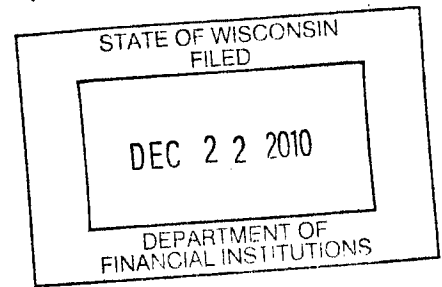
Demco Acquisition, LLC

(Enter Limited Liability Company Name)

Text of Amendment (Refer to the existing articles of organization and the instructions on the reverse of this form. Determine those items to be changed and enter the number identifying the paragraph in the articles of organization being changed and how the amended paragraph is to read.)

RESOLVED, THAT the articles of organization be amended as follows:

Article 1 of the Articles of Organization are hereby amended to read as follows: "Name of the limited liability company: Highsmith, LLC."



B. Amendment(s) to the articles of organization was adopted by the vote required by sec. 183.0404(2), Wis. Stats.

C. Executed on 12/18/2010
(Date)

[Signature]
(Signature)

Title: Member OR Manager

(Select and mark (X) the appropriate title) Michael J. Grasee
(Printed name)

This document was drafted by Cristina Choi
(Name the individual who drafted the document)

FILING FEE - \$40.00
DFI/CORP/504(R09-05)

ARTICLES OF AMENDMENT – Limited Liability Company

┌ Cristina Choi
Quarles & Brady LLP
33 E. Main St., Suite 900
Madison, WI 53703

▲ Enter your return address within the bracket above.

Phone number during the day: (608) 283 - 2463

INSTRUCTIONS (Ref. sec. 183.0203 Wis. Stats. for document content)

Submit one original and one exact copy along with the required filing fee of \$40.00 to the address listed below. Make checks payable to the “Department of Financial Institutions”. Filing fee is non-refundable. Sign the document manually or otherwise allowed under sec. 183.0107(1g)(c).		
Mailing Address: Department of Financial Institutions Division of Corporate & Consumer Services P O Box 7846 Madison WI 53707-7846	Physical Address for Express Mail: Department of Financial Institutions Division of Corporate & Consumer Services 345 W. Washington Ave – 3 rd Fl. Madison WI 53703	Phone: 608-261-7577 FAX: 608-267-6813 TTY: 608-266-8818

NOTICE: This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. This document can be made available in alternate formats upon request to qualifying individuals with disabilities.

A. State the name of the limited liability company (before any change effected by this amendment) and the text of the amendment(s). The text should recite the resolution adopted (e.g., “Resolved, that Article 1 of the articles of organization be amended to read: (enter the amended article).

An amendment may change or add only those provisions that are required under sec. 183.0202, Wis. Stats., to be included in articles of organization. If the amendment changes the name of the limited liability company, the new name must contain the words “limited liability company”, or “limited liability co.” or end with the abbreviation “L.L.C.” or “LLC”.

B. This statement is required by sec. 183.0203(2)(c).

C. Enter the date of execution and the name and title of the person signing the document. The document must be signed by one of the following: A **member** of the limited liability company, if management is vested in the members, or a **manager** if management is vested in one or more managers. Select and mark (X) the appropriate choice in item C.

If the document is executed in Wisconsin, sec. 182.01(3) provides that it shall not be filed unless the name of the person (individual) who drafted it is printed, typewritten or stamped thereon in a legible manner. If the document is not executed in Wisconsin, enter that remark.

DFI/CORP/504I(R09-05)